PROGRAM DEPARTMENT POLICY AND PROCEDURAL REGULATIONS

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PROGRAM DEPARTMENT POLICY AND PROCEDURAL REGULATIONS

I. Commercial Time

1. The amount of commercial time in a sponsored program will be in accord with the National Association of Radio and Television Broadcasters' policy.

2. Length of advertising messages on programs with one sponsor (or segments with one sponsor) shall be as follows:

Length of program (min.)	News programs	All Other
5	1:00	1:00
10	1:30	2:00
15	2:00	2:30
25		2:50
30		3:00
45		4:30
60		6:00

A take-in and take-out is permitted in addition to these requirements.

These time standards do not affect the policy of reserving for station use the last 30 seconds (or 70 seconds, if the program is 10 minutes or more in length) of each program for spot announcement and station break. Commercial announcements will not be double-spotted at these breaks, with the exception of five-second time tones following a twenty-second chain break.

3. Length of advertising message on programs with participating sponsors (spot announcements) shall be as follows:

Not more than 3 one-minute announcements should be scheduled within a 15 minute period, and not more than 5 within a 30 minute period. Fewer announcements of greater individual length may be scheduled, providing that the aggregate length does not exceed the limits of time mentioned above. The rule of thumb is one minute of announcement to six minutes of program.

4. Commercials on shows whose content is integrated with the sponsor (e.g. Chapel Liquor sponsoring a program on How to Mix Drinks) may have their time standards waived to a reasonable extent.

5.

5. Rates will be determined by the Business Manager. All phases of the business agreement (signing contract, continuity and time orders, etc.) must be concluded 60 hours prior to broadcast time. On rare occasion, with permission of the departments involved, this 60-hour deadline will be waived. (See IV, (10))

6. Any program carried jointly by WYBC and other stations may not be sponsored without permission of the Program Director.

7. All program and commercial copy are subject to the approval of the Program Director. The Continuity Director shall be responsible for the writing and acceptibility of all commercials.

✓ 8. The Program Director, and in his absence the supervisor, may remove any distasteful material from the air.

9. Programs obtained from other stations may not be sponsored without permission of the stations involved.

10. The phrase "mention WYBC when visiting..." or any similar statement in commercial copy is forbidden.

11. "Ad lib" commercials, or ad-libbing of commercial copy, is forbidden except with specific permission of the Program Director. The announcers involved will be a foremost consideration in his granting or refusing such permission.

✓ 12. WYBC will broadcast neither less nor more than the prescribed number of hours as determined by the Program Director. Informal broadcasting at marginal periods of University vacations and during exam weeks will also be determined by the Program Director. No unscheduled program may be presented nor may broadcasting be continued beyond the specified sign-off time without the consent of the Program Director.

II. University Regulations

1. Broadcasts involving forums, speeches, addresses by students or members of the faculty or outside personnel to be aired on stations other than WYBC must first be cleared by the head of the University News Bureau, Stephen Kezerian.

2. The following statement will be inserted at the close of the above mentioned programs: "... originating through the facilities of WYBC, the Yale Broadcasting Company. Views expressed in this broadcast do not necessarily reflect those of Yale University, WYBC, or the station to which you are listening."

3. Clearance for the installation of broadcast lines in University buildings other than the studios of WYBC, or for any work to be done on lines already installed must be obtained from the Chief Engineer, who must clear it with the General Manager of the Yale University Service Bureau.

4. The only clearance necessary for broadcast of athletic events, singing groups, etc., is the proper permission of those groups concerned.

III. Program Acceptibility

The contents of this section are taken from the code of the N.A.R.T.B., modified to fit the needs peculiar to Yale University and a carrier-current closed-circuit station such as WYBC and/or WYBC-A. The Program Director may permanently remove from any shift a violator of these rules. The supervisor, in the absence of the Program Director and if neither the Program Director nor the Chairman can be immediately contacted, may remove the offender temporarily and should bring the offense to the attention of the Program Director.

1. Profanity, obscenity, smut, and vulgarity are forbidden. In a dramatic presentation they are permitted (within limits) if in keeping with story content.

2. Attacks on religion or religious faiths are not permitted. Under no circumstances is religion to be ridiculed specifically or generally whether by use of "dialect jokes" or other means.

3. Contests may not constitute a lottery.

4. Immorality should not be presented in an "attractive" light. All programs should be kept within the bounds of good taste, with the Program Director, and in his absence the supervisor, having the final say.

5. Legal, medical, and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.

6. On news programs, broadcasters should exercise extreme care so that commercials should be clearly distinguishable from news content.

7. Advertising messages should be presented with courtesy and good taste and should be in keeping with the content and general tone of the program in which it appears. Remember: the sponsor is paying in good faith for his announcement. Ridiculing the sponsor or plugging competing products "to be funny" is neither funny nor intelligent. Such ridiculing of a sponsor will be considered adequate grounds for removal from shift.

In no case will an announcer give free air time to a sponsor for personal gain or otherwise. It's your show secondarily; primarily it's the station's.

IV. Broadcast Procedure and Regulations

1. Sign on and sign off. The National Anthem will be played at each sign on and "Bright College Years" (both verses) at each sign off except Sunday with F.C.C. required statement (correct continuity) being read. The sign on will be at 6:58-30,

the first program will begin after the time tone at 7:00. The sign off will be approximately 30 seconds after the conclusion of the final program (usually 2:00 a.m.). The 30 seconds will be filled with a weather forecast.

These times may be changed at the discretion of the Program Director.

2. Network Cue. The network cue "This is the Ivy Network" will be the official end for all programs except live athletic events. This cue will be given during program time rather than in the 30 seconds allotted for commercial and station break. The network cue for broadcasts of live sports events is "This is the Yale Sports Network."

3. Station Breaks. The call letters "WYBC" (or "WYBC-A") must be included in the station break, as well as one or more of the accepted tags. It is up to the announcer's discretion which tag will be used, but no more than two tags should be used, with the call letters between them.

The station break procedure shall be as follows:

Program close	Old announcer
Network cue	Old announcer
Commercial or courtesy	New announcer
Station Break	old ~~New~~ announcer
Time check (if possible)	old ~~New~~ announcer
Program open	New announcer

4. Themes. It is wise to have a theme become identified with a particular show, and a theme that is so identified may not be used as theme on any other show. A theme should be instrumental, timed, and generally speaking should be started so as to come to its natural ending at the end of the show. This means a theme should not have to be faded down, but exceptions to this rule may be made if the announcer thinks it will sound better.

5. Program timing and Production. The engineer is at all times responsible for the correct timing of programs. However, the announcer should make certain his theme is a timed instrumental in whole or in part and that the engineer has ample records. On all record programs, a complete record list in duplicate is mandatory, the engineer having one copy, the announcer the other.

Technically, on all disc jockey programs the announcer is the producer, deciding when he wants sequés, sequé fades, and special effects. The announcer should be aware of this responsibility. It is not a good idea to have a record playing over a time tone "beep," but sometimes (as on classical music programs) this is unavoidable, and preferable to an unnatural ending.

All programs are to begin at the exact time listed on the program log. The only time the network cue should not be given

30 seconds prior to the start of a new program is in the event of a one-minute commercial during the break. In such cases it will be given one minute and ten seconds (i.e. 58:50 rather than 59:30) before the start of the new program which will commence as scheduled.

The engineer is also responsible for seeing that all scheduled commercials are read at the scheduled times, and for noting on his copy of the log the actual times of all show openings, commercials, etc.

6. Announcers and Engineers. There are definite times when "A", "B", and "C" engineers are allowed to engineer on WYBC. They are:

7:00-9:00	Morning show-er, "B", combo
9:00-1:00	Muzak
1:00-4:00	"C"
4:00-8:30	"B"
8:30-11:15	"A"
11:15-1:00	Starduster's choice subject to approval by the chief engineer

There are definite times also when "A", "B", and "C" announcers are allowed to announce on WYBC and WYBC-A. They arel

Popular Music		News
1:00-3:00	"C"	"C" - 1:00, 2:00, 3:00, 4:00
3:00-4:00	"B"	"B" - Any newscast except the 9:00, 10:00, 11:00, & 12:00
4:00-6:00	"A"	
6:00-9:00	"B"	
9:00-11:00	"A"	"A" - Any newscast.

Classical Music

Ratings will be bestowed by the Classical Music Director

3:00-4:00	"C"
4:00-9:00	"B"
9:00-11:00	"A"

An announcer may, of course, broadcast during time allotted to a lower rating.

Tests will be given periodically and ratings granted by the Chief Engineer and Chief Announcer respectively.

Engineers and announcers should continually check the program log. Engineers should be conscious of VU levels at all times, especially when:

a. two microphones are in use
b. two announcers are on one microphone
c. there is a shift in announcers

VU peaks should be as follows:

a. music - 100
b. voice - 80

Minor deviations are acceptible, but the needle *at no time* should go into the red portion of the VU meter. When the announcer talks over a musical background, levels should be set so that both music and voice are heard distinctly, and special care should be taken that the music is not too loud.

7. *Studio Procedure*. Under no circumstances should a microphone be touched or handled while on the air. If it is moved while off the air, the engineer should be told. The announcer should maintain an equal level in (a) the distance he is from the microphone, and (b) the volume of his voice. The supervisor of the day must be informed of any removal or re-arranging of WYBC equipment.

8. *Personnel*. The engineer and/or the announcer may request anyone to leave the broadcasting studio at any time. The supervisor will maintain proper order for broadcasting within the broadcasting studios at all times. No one is to be allowed in the Control Room except the engineer, the Chief Engineer, the Technical Director, Recording personnel with definite tasks, technical personnel making repairs, and the Program Director.

These restrictions may be lapsed, but only at the supervisor's discretion. If broadcast standards drop as a result of unauthorized personnel in either broadcast studio or Control Room, the supervisor must impose the above regulations.

At no time is liquor to be allowed in either studio or control, nor an announcer or engineer to take a shift when incapable of doing so. The Supervisor must use his judgment in such instances.

9. *Commercials, Program Courtesies, and Public Service Announcements*. No commercial may be aired unless it is scheduled on the program log. No person is permitted to change the program log except the Program Director, APD/O, or the supervisor with the permission of one of the above.

Anyone of these who changes the log must initial his change, and is responsible for seeing that any continuity already in order, etc., is accordingly changed.

Program courtesies will be supplied by the Public Relations Department and used mainly between programs. At certain times they may be included within the body of a program. The program log should be checked to determine which courtesy is to be read. It is not necessary to clear these announcements with the Program Department. All personnel working with special programs are responsible for keeping the Public Relations Department informed as to publicity desires, *at least one week in advance*.

Public service announcements are to be cleared through the regular Program Department and continuity channels. These are to be logged, and a record of them kept by the Program Director.

Engineers will note the actual time all announcements are read in the column of the program log designated for that purpose. These notations are to be made as the commercials, etc., are read, not at the conclusion of a shift.

10. New Programs and Commercials. A minimum of two weeks' clearance time is required by the Program Department for all new programs (see Sec. VI).

A minimum of 60 hours is required for all new commercials; i.e., time order must have reached the APD/O and continuity order must have reached the Continuity Director at least 60 hours before the first commercial is to be aired. Occasionally, this will be waived, but in such a case the seller of the time may be responsible for the writing of the commercial and its insertion in the day's traffic.

In general, such commercials will not be scheduled on the program log until the copy is written. If such commercials are scheduled before the copy is written, the Supervisor must be informed, and will pass over the commercial if it is not ready by air time.

In short, the Program Department will not hold itself strictly responsible for airing any commercials on which there is less than 60 hours' notice.

✓ 11. Remotes. Remote engineers will check their lines at least 3/4 of an hour in advance of broadcast time for remotes originating in New Haven and not less than 1½ hours in advance for remotes not originating in New Haven.

The studio and remote engineer should agree upon a cue prior to the broadcast and the studio engineer should feed the remote on that cue.

The network cue will be the cue for return to studio broadcasting.

All remote broadcasts and recordings of programs while they are on the air for future use will be set off on the log with a double set of lines. The Program Department may provide additional instructions through the Supervisor of the day.

✓ 12. Reserving Equipment. Anyone wishing to reserve station equipment should clear the time and material through the necessary channels. For example, the use of a microphone must be cleared through the Technical Director, and the Supervisor of the day; the use of a tape recorder through the Recording Director and Supervisor.

This will apply both to borrowing equipment from the studios and to any announcers who wish to use equipment not normally used on their shows. At least 24-hours' notice must be given.

The Supervisor is responsible at all times for knowing the whereabouts of all station equipment.

V. Supervisors

The supervisors are responsible to the Program Director. The Supervisor is in complete charge of broadcasting on his day, subject to instructions from the Program Director or from the Assistant Program Directors acting in their official capacities (cf. Sec. VI). The Assistant Supervisor has authority only insofar as the Supervisor might delegate it to him.

Among the duties of the Supervisor are the following:

1. Be present no later than 12:30 on the shift day, except on Sunday when the time of arrival will be no later than 3:00.

2. Check the log for mistakes, omissions, and corrections, and for any special additions to the day's usual broadcast schedule.

3. Check all broadcast personnel at least an hour before they are due for their shifts; make sure WYBC-A goes on on time.

4. Clear the UP machine. Only the Supervisors of the day are allowed to touch this machine, and it is to be kept clear at all times.

5. Make sure that each record program has a record list in duplicate, and that all records are in the Control Room at least ten minutes before air time.

6. Make sure the material for sports shows and the college news portion of Retrospect is ready well before air time, so that these announcers and regular news announcers have time to prepare.

7. Check all the logs and traffic in Control Room and studios. Make sure the traffic is in order at all times, that the log is being followed and signed.

8. Keep all heelers busy. See that shift heelers are present on time, and if later in the evening there is no work for them send them home. Arrange the heelers' time for maximum efficiency of routine duties.

9. Hold a meeting for shift heelers early in the afternoon to outline the work which must be done that day and for instruction. The supervisor should try also to see privately each shift heeler for about five minutes to see how he is coming along and to help prepare him for the Program Procedure Test and for membership.

10. Keep all studios and offices neat at all times.

11. Keep all unauthorized personnel out of Control Room and studios (cf. IV, 8)

12. If, due to unexpected length of a sports broadcast or other happenings any logged spot announcements or sponsored broadcasts are not aired, bring the matter *at once* to the attention of the APD/C and the Business Manager. It may be possible to reschedule for later in the evening. Also, place a note explaining all pertinent details in the Business Manager's box.

13. Check the engineer periodically to make sure the VU peaks are correct.

14. Write in duplicate a complete Supervisor's Report. Post the original on the main bulletin board and place the duplicate in the Program Director's box.

15. Place copies of all scripts, excluding record lists, in the Program Director's box.

16. Check the program logs for completeness of signatures at the end of the day and at the conclusion of each engineering shift.

17. Place the engineer's copy of the program log in the Business Manager's box, and the Announcer's copy in the APD/O's box.

18. Make sure the following day's traffic is in Studio One.

19. Make sure the Yale Station Poster has been changed.

20. Report any unusual happenings to the Program Director. (See below).

21. Clear the UP machine and leave the cabinet open.

22. Shut off transmitter after sign-off.

23. Turn off all lights and lock all doors upon leaving.

(Note: although the Supervisor will probably have left before the end of the final show at 2:00 a.m., he is, nonetheless, responsible for the completion of items 23 and 24.)

The Supervisor: *General*

The Supervisor's duties are far more extensive than those outlined above, for the supervisor is in sole charge of the station on his day, and solely responsible for anything that takes place. If the poster in Yale Station has not been changed, if equipment breakdowns are not reported, if WYBC-A is late going on the air, the Supervisor is at fault. He may delegate authority however he wishes, but *he* is responsible for any mishaps or omissions, as well as for any poor broadcasting. He should keep in mind always that the smothest-run, most efficient day is a total flop unless the broadcasting has been good, that

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the only way the University and the station members not present during his day have of judging WYBC on his day is through what they hear at 640 and 540 on the dial, that the worst-run day, if the programs are good, is better in the final analysis than the most efficiently-run day with poor broadcasting. However, this is not to be construed as an excuse for inefficiency; both standards can and should be met.

In the event that a supervisor cannot be present for any length of time on his day, the assistant supervisor (providing he has held the job for an appreciable time) will take over for the absent supervisor. For an absence over 2 hours, however, the supervisor must get a substitute. At no time may both supervisor and assistant supervisor be absent on their day unless a qualified person, i.e. one who is or has been at least an assistant supervisor is placed in charge. In such a case or if the supervisor cannot be present at all on his day, the Program Director must be notified, and must approve of the substitute the supervisor has found.

✓ All supervisors and assistant supervisors will be expected to supervise one Saturday each term. Other members are urged to be present on Saturdays, but the Saturday supervisor is in charge and any comments or criticisms are to be made through him, not directly. The Chief Announcer and Chief Engineer should also be present as much and as often as possible on Saturdays. They may advise and comment directly to the heelers involved. The supervisor on Saturday should try to speak individually with each heeler on Saturday, to comment and offer constructive criticism on his performance. Such comments may be included on a Saturday Supe Report, but merely to write them there is not sufficient. A heeler cannot question or ask a piece of paper to clarify for him comments he might not understand. At no time is personal criticism to be written on the Supervisors Report.

✓ The above sentence applies also to the daily Supervisor's Report. This report should be complete, factual, and easily understandable, should give to someone who might have heard not one minute of WYBC's broadcasting a complete grasp of that day's happenings, in all departments. Attendance should be noted, and praise may be given for excellent performance or to great improvement, as well as constructive criticism for below-par performance. Personal criticism or requests that a man should be removed from a shift, etc., should be placed in a sealed envelope in the Program Director's box. The Supervisor's Report is a public report; comments should be made with this in mind.

"Joking" criticism on the Supervisor's Report is not advised. Such "jokes" sometimes appear quite different in print and seem to be insults made in dead seriousness, especially to one who knows nothing of the circumstances.

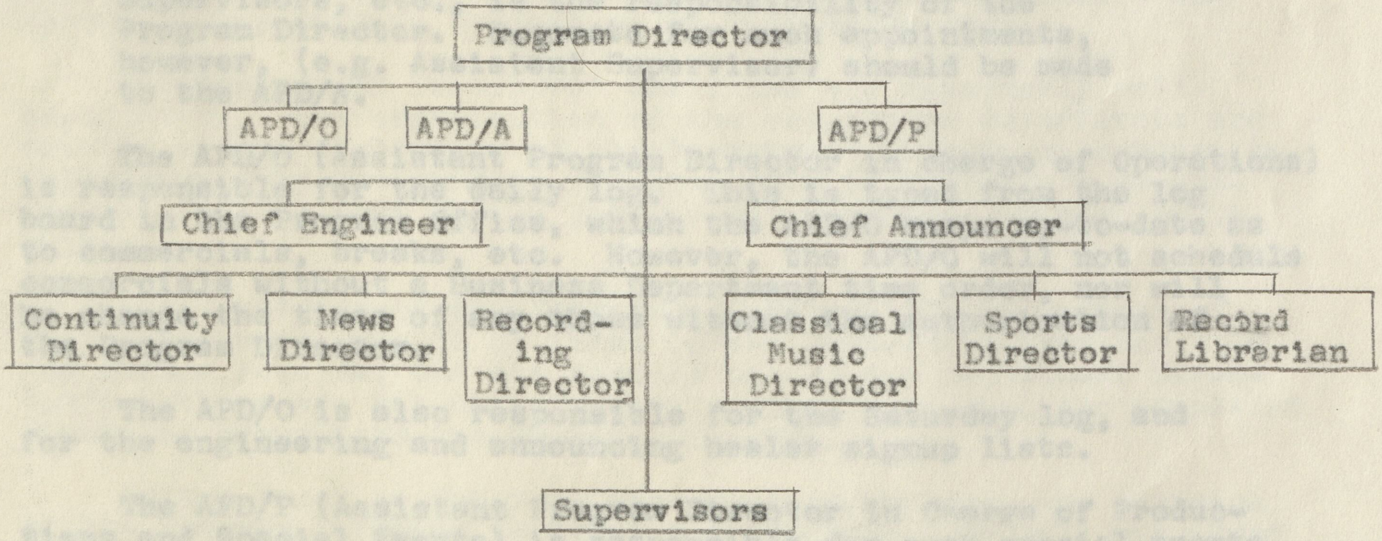
The important thing to remember in writing the Supervisor's Report is that the reader wishes to know everything that happened and may have no knowledge of the day's happenings other than through the report.

Events may occur in which the supervisor will be asked to make decisions which otherwise would be out of his domain, and at a time when none of the executive members are available. In such a case, if the decision may not be deferred, the supervisor has and must use authority to act. For such decisions the entire station will be liable; and the supervisor will be responsible to the entire station. He should be aware that in such an emergency he has absolute authority, and he should prepare himself, through complete understanding of station polidy, plans, and current activities - as well as of station limitations - to act correctly if such a circumstance should arise.

VI. The Construction and Operation of the Program Department

The Program Director is responsible for everything that is broadcast over WYBC and WYBC-A; for the successful production of all WYBC and WYBC-A's shows; for the successful operation of all the departments whose activities concern directly broadcast content; for program policy and philosophy; for the acceptibility and the quality of WYBC's and WYBC-A's daily broadcasting as well as for any special productions; and for all broadcast personnel.

In order that such responsibility be fulfilled, the authority of the Program Director is delegated to the Assistant Program Directors, the Departmental Directors of the Program Department, the Chief Engineer and Chief Announcer, and the Supervisors and Assistant Supervisors. The chain of authority of the Program Department may be diagrammed as follows:


Program Director
APD/O
APD/A
APD/P
Chief Engineer
Chief Announcer
Continuity Director
News Director
Recording Director
Classical Music Director
Sports Director
Record Librarian
Supervisors

(The respective heights of the various officers on the above chart do not imply higher or lower importance. Each officer has authority over any other within his area of of responsibility.)

As well as a "chain of authority," the above is also and most important a "chain of communication." and should be used as such.

The APD/O, APD/A, and APD/P are first and foremost assistants to the Program Director, a sounding board as well as a source for ideas. The APD's may be assigned many responsibilities not directly related to their individual areas of responsibility, e.g., as producers for shows, as advisers on shows produced by members of the department, and as staff producers on any large scale Program Department project. These responsibilities are vague and indefinable, dependent upon the individual men who fill the posts, upon the immediate demands of the department, and upon the Program Director himself.

The areas of original responsibility of the APD's are as follows:

The APD/A (Assistant Program Director in charge of Administration) is responsible for all permanent broadcast personnel, i.e. assigning shifts. Requests for shifts, requests to resign shifts, must be made to the APD/A.

It should not be assumed, however, that shifts are assigned totally by the APD/A. Especially in the fall term, when the whole schedule is shuffled, the shift-filling is at least a two-man job (Program Director being the other man) and often involves discussion with many others. The APD/A has original authority only as delegated by the Program Director, and is at all times responsible to the Program Director.

Appointment of Department personnel, Directors, Supervisors, etc., is the responsibility of the Program Director. Requests for such appointments, however, (e.g. Assistant Supervisor) should be made to the APD/A.

The APD/O (Assistant Program Director in charge of Operations) is responsible for the daily log. This is typed from the log board in the Program Office, which the APD/O keeps up-to-date as to commercials, breaks, etc. However, the APD/O will not schedule commercials without a Business Department time order, nor will he change the times of any shows without the authorization of the Program Director.

The APD/O is also responsible for the Saturday log, and for the engineering and announcing heeler signup lists.

The APD/P (Assistant Program Director in Charge of Productions and Special Events) is responsible for such special events broadcasts, regular (e.g. lectures) or extraordinary (e.g. a report on a political event, riot, or natural disaster) as the Program Director shall assign. He is also responsible for watching and reporting to the Program Director on the evolving of any new programs, whether a series of programs or a single program, produced by members of the Program Department. New ideas should in general be submitted through the APD/P, and in general the APD/P will be responsible for keeping the Program Director up-to-date on the developmental stages of those ideas.

> However, this is obviously elastic, since there may be so many such developing programs that the other APD's will take some on, or the Program Director may prefer to follow one or more directly. The APD/P m may not accept or reject any idea, nor may he order changes in any developing show. This may be done only by the Program Director, and will be done as rarely as possible. (The APD/P may, of course, advise and try to demonstrate to a producer that his show is not yet ready.) The APD/P's function in "watching" a developing show is not, then, to supervise but rather to keep the Program Director fully informed. This function becomes obviously essential when so many things are on the fire that all the APD's are assigned to a number of different projects.

The Chief Engineer is responsible for qualifying WYBC engineers for shifts and for use of remote equipment, and for maintaining engineering standards. Only the Recording Director, however, can check members out on Recording Department equipment. The Chief Engineer is also responsible for teaching, especially the heelers, and giving engineering tests. He may or may not be made responsible for filling engineering shifts and remote shifts, at the discretion of the Program Director and the APD/A.

The Chief Announcer is responsible for qualifying WYBC's announcers and for maintaining announcing standards, for criticism and advice toward improving individual announcing styles. Ideally, he should listen to every hour of WYBC broadcasting, and comment upon them to the announcers concerned. This being patently impossible, he does so as much as he can.

The Department Directors' positions are reasonably self-explanatory. The organization of the respective departments are totally at the discretion of the Department Directors, subject to interference by the Program Director only if he feels a department is falling down on its job, or not producing as much as it ought.

Any criticism of any department, especially by members of that department, should go first to the Department Director. If no change results, and the reasons behind any Department Director's actions are not satisfactorily explained, then the complaint should be brought to the Program Director.

In any facet of Program Department operations, the decision of the Program Director is final and absolute. He will not abuse this authority, since in an organization formed as is WYBC, such abuse would soon leave him without a department; but somewhere decisions must be made, and since his is the responsibility,